

## SWR Hometown Health

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# Southwest Regional News

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## SWR Celebrates World Breastfeeding Week

To promote the importance of breastfeeding, the Arkansas Department of Health joined the celebration of World Breastfeeding Week August 1-7. "Understanding the Past, Planning the Future: Celebrating 10 years of WHO/UNICEF's Global Strategy for Infant and Young Child Feeding" was the theme for this year's week.

Several Southwest Region health units competed in a contest to see which one could come up with the most creative way to promote and celebrate World Breastfeeding Week. Health unit staff expanded the competition from a door decorating contest, like they have done in the past, to decorating the lobby and hallways. The

entries were above expectations this year, making it difficult for the judges to choose.

This year's winners are:

**1st Place: Pike County**

**2nd Place: Sevier County**

**3rd Place: a tie between Nevada, Clark, Hempstead and Miller Counties**

While a much greater number of newborns receive some breast milk in the U.S. (74.6%) and in Arkansas (63.9%), fewer infants receive only breast milk in the early weeks and months of life according to the U.S. Breastfeeding Report Card 2011. Breastfeeding early and using only breast milk, and then

introducing appropriate foods around six months of age, ensures that both mothers and babies receive maximum health benefits.



Sevier Co. - 2nd Place-  
"Get the Message"



Pike Co. - "Breast Milk is  
better than any utter milk"



Clark Co.



Pike Co. - 1st Place - Breast Milk: The gift  
that keeps on giving- Author Unknown



Nevada Co.



Miller Co.



Hempstead Co.

# Promoting Public Health Around the Region

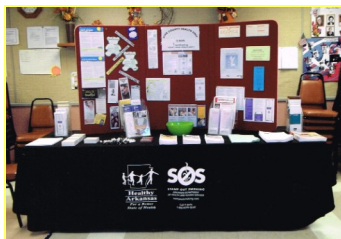
Southwest Region employees spent the month of June promoting public health to the residents of Southwest Arkansas. From hosting Baby Safety Showers, staffing health fairs, teaching CPR, making community presentations on Blood Borne Pathogens, STD's, or Chronic Disease, staff members are doing what it takes to help educate the citizens of Arkansas on living healthier lives.



Cynthia White, Miller County Health Unit Administrator, and Arnell Washington, RHS, staffed a booth at the Wild About Wellness Children's Health Fair in Texarkana. Over 3,000 people attended the event. Cynthia & Arnell provided information on WIC, Family Planning, STD's, Immunizations, and used the new Harmful Effects of Tobacco Display to demonstrate the effects of tobacco on the body.



Debbie Henderson, RN, Nevada County Administrator, gave a presentation to the Nevada County Day Service Center on Blood Borne Pathogens and MRSA. Her presentation also included HEP A,B,C, influenza and TDAP. She gave out a pamphlet on ADH services to the 65 people in attendance.



Pike County Health Unit employees Irene Chambers, administrator, and Terri Cox, lead clerk, helped organize and work at the annual Murfreesboro Senior Adult Center Health Fair. Over 100 senior adults participated in the event. Staff members visited with participants on ADH services and programs including BreastCare, Injury Prevention, Tobacco, Influenza and Cardiovascular Health.



ADH employees Suellen Simpson, Vanessa Brooks and Larry McWherter worked a booth at the 1st annual Oral Health Fair at Williams Dentistry in Malvern. The focus was on oral health but also included nutrition, physical activity, SOS, teen pregnancy, public health, and emergency preparedness. Around 75 folks attended the event.



Rural Health Specialist, Arnell Washington, is sharing health information with a participant at the New Zion Baptist Church Health Fair held on June 23rd. Information on Injury Prevention, Tobacco, Chronic Disease and Nutrition was shared with participants.



Edie Greenwood, CHNS, is shown here presenting during the Baby Safety Shower held at Nevada County. Edie also presented a Healthcare Professional CPR renewal course during the month of June and worked with two at-risk youth programs to educate them on STD's, STI's and tobacco cessation.





## It's Back to School Time!

Yes, I said it! Those five little words that every school age kid hates to hear....It's Back to School Time! As a parent I am always excited for school to start back because I like a routine and summer seems to just mess it all up. Don't get me wrong, I love summer as much as anyone! I love lazy weekend afternoons on Lake Ouachita- boating, tubing, wake boarding, hanging out with friends and family. I love it! If there is a better life than that, I would love for someone to show me.

But....it all comes to an end (for the most part) in Arkansas starting on August 20th when all of our children start back to school.

With the start of school and seeing those big yellow school buses all over town, I start thinking about children's safety. I see kids who walk to school or ride their bike and I get concerned about their safety. I LOVE to see them walking or riding because it is such a healthy activity but from watching the behaviors of these children, I know that they have not been taught the proper rules of pedestrian and bike safety. It is frightening to see some of the things that children do! They cross the street without looking. They do not ride with the flow of traffic. They don't stop at stop signs! They DO NOT wear helmets! UGH!!!

As parents we have to do a better job of educating our children to keep them out of harm's way. We must spend time with them teaching them the rules of the road. Kids are not born with that knowledge so they must learn it from us. The best way for them to learn and to remember it is for us to be the example! If a child sees you following the rules of the road they too will follow it. Set strict rules for ensuring safety. Model and teach proper behavior.

I get concerned as well about those big yellow school buses and ensuring our children's safety on those as well. Parents, please take time to talk to your children about being safe on or around a school bus, respecting the bus driver and obeying all the school rules of riding a school bus.

Take time to visit with your children about these safety issues. Refer to the tips on this page and let's help our children to have a happy and safe school year!

Article submitted by Bonnie Carr, BS, CHES, CPS



### Bus Safety

#### What children should be taught about school bus safety:

- Wait until the driver says it is safe to board. Then get on one at a time.
- Make sure children know to cross 10 feet in front of a school bus, never behind and to wait for adults on the same side of the street as the school bus loading and unloading zone
- Remain seated on the school bus at all times and face forward when the school bus is moving.
- Be respectful of the school bus driver and always obey the rules.

#### Tips for parents:

- When driving in neighborhoods and school zones, watch out for people who may be distracted and not thinking about safety.
- Slow down. Watch for children playing and congregating near school bus stops. BE ALERT!

(Resource: [www.nhtsa.gov/parents](http://www.nhtsa.gov/parents))



### Pedestrian Safety



#### Parents are the most important models of proper pedestrian behavior for children.

- Cross streets safely. Cross at a corner, using traffic signals, signs and crosswalks. Try to make eye contact with the drivers before crossing in front of them. Do not assume that because you can see the driver, the driver can see you.
- Look left, right and left again when crossing, and keep looking as you cross. Walk, do not run, across the street.
- Walk on sidewalks or paths. If there are no sidewalks, walk facing traffic as far to the left as possible.
- Be a safe pedestrian around cars. Watch for cars that are turning or backing up.

#### Set pedestrian safety rules for your children.

- Never allow children under age 10 to cross streets alone. Adult supervision is essential until you are sure a child has good traffic skills and judgment.
- Children should walk on direct routes with the fewest street crossings.

(Resource from [Safekids.org](http://Safekids.org))



### Bicycle Safety



#### The single most effective safety device available to reduce head injury and death from bicycle crashes is a helmet.

- Make it a rule: every time you and your child ride a bike, wear a helmet!
- Make sure the helmet fits and your child knows how to put it on correctly.

#### Always model and teach proper behavior. Learn the rules of the road, and obey all traffic laws.

- ride on the right side of the road, with traffic, not against. Stay as far to the right as possible.
- Use appropriate hand signals.
- Respect traffic signals and signs by stopping at all stops signs and stop lights.
- Stop and look left, right and left again before entering a street or crossing and intersection.

(Resource from [safekids.org](http://safekids.org))

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## SOUTHWEST REGION HOMETOWN HEALTH

Keeping Your Hometown  
Healthy

[www.healthysouthwest.com](http://www.healthysouthwest.com)

## Injury Prevention 101

The Statewide Injury Prevention Program (SIPP) hosted several 8 hour classes around the Southwest Region to emphasize the importance of injury prevention and give tips on how to implement an injury prevention program in the area.

Seven modules were discussed that related to access and interpretation of regional data, how to partner with community champions, how to plan an evidence-based injury prevention program, and how to evaluate your program.

Participants were encouraged to work with their local **SWATRAC (Southwest Arkansas Trauma Regional Advisory Council)** to help build a strong injury prevention network in the region.

SWATRAC is an organized group of health care entities and emergency responders who have an interest in organizing and improving trauma care within Southwest Arkansas. Their primary purpose is to design, implement and evaluate a trauma system within the region and state. Through systematic care, data collection, peer review, and needs assessment, SWATRAC will work to improve the outcomes of all trauma patients.

To learn more about the SWATRAC visit <http://www.swatrak.com/>

August is National **Immunization** Awareness Month

Is your family up-to-date  
on their vaccinations?

## When Do Children and Teens Need Vaccinations?

Age	HepB Hepatitis B	DTaP/Tdap Diphtheria, tetanus, pertussis (whooping cough)	Hib Haemophilus influenzae type b	IPV Polio	PCV Pneumococcal conjugate	RV Rotavirus	MMR Measles, mumps, rubella	Varicella Chickenpox	HepA Hepatitis A	HPV Human papillo- mavirus	MCV4 Meningococcal conjugate	Influenza Flu
Birth	✓											
2 months	✓ (1-2 mos)	✓	✓	✓	✓	✓						
4 months	✓	✓	✓	✓	✓	✓						
6 months		✓	✓		✓	✓						
12 months												
15 months	✓ (6-18 mos)	✓ (15-18 mos)	✓ (12-15 mos)	✓ (6-18 mos)	✓ (12-15 mos)		✓ (12-15 mos)	✓ (12-15 mos)	✓✓ (2 doses given 6 mos apart at age 12-23 mos)			
18 months												
19-23 months		Catch-up	Catch-up	Catch-up	Catch-up		Catch-up	Catch-up				✓ (One dose each fall or winter to all people ages 6 mos and older)
4-6 years		✓		✓			✓	✓				
7-10 years		Catch-up										
11-12 years		✓ Tdap		Catch-up			Catch-up	Catch-up	Catch-up	✓✓✓	✓	
13-15 years		Catch-up (Tdap)								Catch-up	Catch-up	
16-18 years											✓	

Please note: Cases of pertussis (whooping cough) have increased in children, teens, and adults in the last few years. Tragically, some infants too young to be fully protected by vaccination have died. Ask your doctor or nurse if your children have received all the pertussis shots needed for his or her age. Also, if you haven't had your pertussis shot, you need to get one.

What is "Catch-up?" If your child's vaccinations are overdue or missing, get your child vaccinated as soon as possible. If your child has not completed a series of vaccinations on time, he or she will need only the remainder of the vaccinations in the series. There's no need to start over.

Technical content reviewed by the Centers for Disease Control and Prevention, November 2011.

[www.immunize.org/cdc/cdc4050.pdf](http://www.immunize.org/cdc/cdc4050.pdf) • Item #F4050 (1/1)

Immunization Action Coalition • 1573 Selby Avenue, Suite 234 • Saint Paul, MN 55104 • (651) 647-9009 • [www.vaccineinformation.org](http://www.vaccineinformation.org) • [www.immunize.org](http://www.immunize.org)